DM	T&D	REP
1224		
1225		
1226	13	
1229		
1230		
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

MILITARY BUSINESS UNIT
R.J. REYNOLDS TOBACCO COMPANY

Facsimile Cover Sheet

To: RORY O'ROURKE
Company: R.J.R.
Phone:
Fax: 908-417-9076

From: Ed Rosas
Company: R. J. Reynolds Tobacco Company
Phone:
Fax: 609-234-8359

Date: 6-12-95
Pages including this cover page: 2

Comments:

RORY

PLEASE PASS ALONG THE ATTACHED TO DIVISIONS WITH SALES REPS. CALLING ON AAFES STORES.

THANKS
Ed

51847 3907

Source: https://www.industrydocuments.ucsf.edu/docs/yzhy0000

SENT VIA FAX

June 8,1995

To: All Military Sales Managers
John Chong

Subject: **AAFES Doral and Monarch Pricing**

AAFES Headquarters misinterpreted our recent notification regarding the discontinuance of the $.20 per carton off-invoice Promotional Allowance on Monarch. They interpreted this to also mean we were discontinuing the $1.10 off-invoice Promotional Allowance on Doral. Consequently, effective with our price increase on June 15,1995, AAFES has raised Doral and Monarch retail prices to $11.00 per carton , and $1.35 per pack.

AAFES Headquarters has advised us they will lower Doral pricing to the new low-end prices of $9.25 and $1.30 effective sometime in early July. We likewise have suspended our $1.10 off-invoice Promotional Allowance to coincide with that timing. Same will be re-instated when the retail prices are reduced.

Until June 15,1995 AAFES retail pricing for Doral remains at $8.50, and $1.25. You should continue to coupon Doral, when necessary, at the $1.00 levels. After June 15,1995 it will be permissible to coupon Doral at the $2.00 level, until AFFES returns to the low-end prices. You will be notified the date AAFES returns to the new low-end prices in advance.

It will not be necessary to advise your local exchanges of the above situation. This is being provided to you so that you can respond accordingly. The less said at store level the better.

This will be the only correspondence regarding this issue sent to field sales. It will be your responsibility to advise those Divisions with sales representatives calling on AAFES stores of this situation. As always we appreciate your follow through and support.

Sincerely,

Ralph

Ralph Guillard

cc: G. B. Brown
E. C. Wheadleton
R. W. Beck
S. H. Hinson
J. F. Kles

51847 3908

Source: https://www.industrydocuments.ucsf.edu/docs/yzhy0000